

## PRESS RELEASE – Regulated information

Wetteren, 21 May 2024 – 05.45 p.m.

smartphoto group - Euronext Brussels: SMAR

### smartphoto group Update of 21 May 2024 on the purchase of treasury shares

Smartphoto group, the innovative e-commerce group from Wetteren, announces that as part of the share repurchase programme started on 14 May 2024, as announced on 13 May 2024, with a target value of 1 500 000.00 euro in treasury shares, the transactions listed below were carried out in the period from 14 May 2024 to 17 May 2024.

In this period, smartphoto group purchased 668 treasury shares.

These transactions were carried out on the regulated market NYSE Euronext Brussels, in accordance with the discretionary mandate given to KBC Securities by the Board of Directors.

Treasury shares purchased on Euronext Brussels

Transaction date	Number of shares	Average price (in euro)	Lowest price (in euro)	Highest price (in euro)	Total (in euro)
14/5/2024	40	27.00	27.00	27.00	1,080.00
15/5/2024	30	26.80	26.80	26.80	804.00
17/5/2024	598	26.82	26.50	27.20	16,039.00
Total	668	26.83			17,923.00

After the above-mentioned transactions, smartphoto group owns a total of 405 323 treasury shares, or 10.28% of the total number of shares issued (3 941 950).

Under the current share repurchase programme, which stipulates that treasury shares can be purchased up to and including 31 december 2025, or until the target value of 1 500 000.00 euro in shares has been acquired, treasury shares can still be purchased for a total value of 1 482 077.00 euro.

The overview of all transactions relating to the purchase of treasury shares since 6 March 2023, the start of the current buyback programme, is presented under the following heading on our website [www.smartphotogroup.com](http://www.smartphotogroup.com): "Investors/Information for shareholders/Purchase of treasury shares".

### About smartphoto group

Smartphoto group, the innovative e-commerce group, operates in B2C e-commerce under the name smartphoto™ in 12 European countries with affordable, high-quality personalised products such as gifts, cards, photo books, photo calendars, prints and wall decoration.

Additionally, smartphoto group, through naYan which is active in B2B e-commerce, is one of the market leaders in e-commerce distribution in Europe by offering a unique 'E-commerce as a Service' (EaaS) for international brands looking for growth, and the sale to businesses of personalised gift packages containing chocolate, alcohol, fruit or flowers through websites such as Gift.be and GiftsforEurope.com.

Smartphoto group's shares are traded on Euronext Brussels (ISIN BE0974323553, ticker symbol SMAR).



## For additional information

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This press release is a free translation of the official Dutch version.

